



Strategy to increase customer loyalty through customer satisfaction at abuba steak, Bekasi city

Rusman Efendi Sihombing¹, Verry Cyasmoro², Sandi Sutriana³
^{1,2,3}Prodi Manajemen, Universitas Asa Indonesia

ARTICLE INFO

Article history:

Received Mar 30, 2026

Revised Apr 04, 2026

Accepted Apr 14, 2026

Keywords:

Brand Equity;
Customer Loyalty;
Customer Satisfaction;
Quality Product;
Servicescape.

ABSTRACT

The objective of this study was to determine the effect of Brand Equity, Product Quality, and Servicescape on customer loyalty through customer satisfaction among Abuba Steak customers in Bekasi City. Prior studies have examined brand equity, product quality, and servicescape separately, with limited integration into a comprehensive model. Evidence from casual dining steakhouses in emerging markets remains scarce, and findings on customer satisfaction as a mediator are inconsistent. This study used a quantitative approach with the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS). The sample in this study amounted to A total of 250 participants were chosen through intentionally selected based on predefined criteria, namely purchasers who have consumed exceeding two times. This research resulted in Brand Equity, Product Quality, and Servicescape having a significant influence on Customer Satisfaction and Customer Loyalty. In addition, Customer Satisfaction was shown to play a role as a mediating variable. on the relationship between Brand Equity, Product Quality and Servicescape on Customer Loyalty. This study contributes to the literature by proposing a holistic framework that integrates cognitive, functional, and experiential determinants of customer loyalty, while also providing empirical evidence on the mediating role of customer satisfaction in the underexplored context of casual dining steakhouse in an emerging market.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license



Corresponding Author:

Rusman Efendi Sihombing

Prodi Manajemen

Universitas Asa Indonesia Jakarta

Jl. Raya Kalimalang No. 2A Jakarta Timur, Jakarta, Indonesia

Email: rusmanefendi@asaindo.ac.id

1. INTRODUCTION

The culinary industry, particularly steak restaurants in Indonesia, continues to show rapid growth in line with increasing purchasing power and lifestyle changes that place the dining experience as part of social and recreational needs. Business competition in big cities like Jakarta and its surroundings is increasingly fierce, so restaurants are not only required to provide good product quality, but also be able to build strong brand equity, create a comfortable servicescape, and maintain customer satisfaction as a prerequisite for creating long-term loyalty (Satiadharma, D. et al. 2024; Raharja, et. al. 2022 and Febianti et . al. 2024). In this context, Abuba Steak Bekasi as a well-known

culinary brand faces the challenge of maintaining its existence amidst the emergence of various new steakhouses with diverse concepts and innovations.

Indonesia's steak and casual dining industry has grown significantly, driven by rising middle-class income and increasing demand for experiential dining. This study is novel in integrating brand equity, product quality, and servicescape into a unified model, addressing fragmented prior research and inconsistent findings on customer satisfaction as a mediator. Bekasi represents a unique urban market characterized by high population density, diverse consumers, and intense restaurant competition. Within this context, Abuba Steak exhibits a notable phenomenon of strong repeat patronage despite competitive pressures. This suggests that customer loyalty is shaped not only by product quality but also by brand strength and overall dining experience.

Theoretically, customer loyalty is not born instantly, but rather through a series of positive experiences experienced by consumers. Consistent product quality is a major factor determining customer satisfaction, while brand equity plays a role in creating emotional value and higher quality perceptions (Abidin, RA, al. 2025). On the other hand, a good servicescape, including interior design, ambiance, and room comfort, is an important factor in strengthening the customer experience. However, these variables are often insufficient to explain why customers return to a service, so customer satisfaction is positioned as a mediator that bridges the relationship between these strategic factors and customer loyalty (Harlen Silalahi, al. 2024).

For Abuba Steak Bekasi, understanding how brand equity, product quality, and servicescape influence customer loyalty by means of satisfaction is crucial for formulating sustainable business strategies. The results of this study not only contribute to the development of empirical studies in marketing management and consumer behavior, but also provide practical implications for restaurant management in improving service quality, strengthening brand identity, and creating customer satisfaction that impacts long-term loyalty. Thus, this research is expected to provide answers to contemporary challenges in the culinary industry while enriching the academic literature related to strategies for maintaining customer loyalty.

This study integrates brand equity, servicescape, and product quality as factors influencing customer loyalty through customer satisfaction. This provides a more comprehensive understanding of the factors influencing customer loyalty in the culinary industry, specifically steakhouses. This study focuses on the steakhouse industry in Bekasi City, allowing the research results to be more relevant and applicable in similar contexts. This study uses advanced analytical methods such as SEM (Structural Equation Modeling) to understand the complex relationships between the studied variables.

2. RESEARCH METHOD

2.1 Sample

The population in this study is Abuba Steak customers. The research objects were more than one location in Bekasi City with different consumer characteristics at each location. Purposive sampling was used in this study to select samples and the samples in this study were consumers who had purchased more than twice. The sample used in this study was 250 customers. By using a structured questionnaire via google forms created to understand how Customer Satisfaction and Customer Loyalty.

2.2 Analysis

This study measures each characteristic measured on a Likert scale (1–7). P Munshi (2014) stated that a seven-point Likert scale will reduce measurement errors and

be more precise when compared to using a five-point Likert scale. A number of 4 statements related to Brand Equity (X1) , 6 statements related to Quality Product (X2) , 5 statements about Servicescape (X3) , 4 items related to Customer Satisfaction (Y1) and 4 items related to Customer Loyalty (Y2) , in which there are 5 answer categories, including: (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, (5) strongly agree .

This study uses a quantitative approach with Structural Equation Modeling (SEM) analysis techniques based on Partial Least Squares (PLS) operated through SmartPLS software version 3.0. The selection of this method is based on its ability to test complex structural models with latent variables as well as reflective and formative indicators. The PLS-SEM method was chosen because it is suitable for testing relationships between latent variables in a relatively limited research sample and does not require normal data distribution. The analysis was performed in two phases: first, the measurement model (outer model) was evaluated to determine the validity and reliability of the indicators; second, the structural model (inner model) was assessed to investigate the causal relationships among variables.

In testing the measurement model, convergent validity is determined by a loading factor value of ≥ 0.70 and an Average Variance Extracted (AVE) of ≥ 0.50 , while internal reliability is measured by Composite Reliability (CR) of ≥ 0.70 . Furthermore, structural model testing is carried out through analysis of path coefficient, t-statistic, and p-value values using bootstrapping techniques to assess the significance of the relationship between latent variables. Evaluation of the structural model (inner model) includes testing the R^2 value as an indicator of predictive power, Q^2 for predictive relevance, and f^2 effect size to measure the contribution of exogenous variables to endogenous variables. Thus, the SEM-PLS method provides a comprehensive overview of the validity of the measurement model as well as the strength of the hypothesized causal relationship. (Sarstedt, & Liu 2023) .

3. RESULTS AND DISCUSSIONS

3.1 Theoretical Basis

a. Brand Equity

Brand equity constitutes a critical asset for firms, as it contributes significantly to enhancing customer loyalty. Strong brand equity will have a significant impact on increasing customer loyalty (Nastiti, A., & Astuti, S., 2019 and Valentina et al., 2024). Piriyaikul et al. (2024) And Firdaus, & Yamini. (2023) showed that brand equity components are closely related to customer experience throughout the customer journey and contribute to satisfaction. This is relevant for restaurant/food service studies because it links brand equity with consumer satisfaction indicators. According to Gutiérrez M, et al. (2024) emphasized the four dimensions that are most often empirically tested: brand awareness, perceived quality, brand associations, and brand loyalty.

H₁ There is a significant effect of Brand Equity on *Customer Satisfaction*

H₂ There is a significant effect of Brand Equity on *Customer Loyalty*

b. Product Quality

Onwezen, MC, et al. (2024) confirmed that taste/texture attributes (taste, tenderness, juiciness), as well as perceived freshness and ingredient quality, are the main drivers of satisfaction and repurchase intention. Martínez, H.A., et al. (2023) demonstrates the empirical relationship between instrumental measures (e.g., marbling score, pH, texture measurements) and sensory attributes that determine the eating experience (tenderness, juiciness). Since tenderness and juiciness are directly related to eating satisfaction and the likelihood of repeat purchases (loyalty), product quality is the

physical condition, properties, and functions of a product, whether it is a physical product or a service. According to Liu, J et al. (2022) The quality indicators of steak products are appearance (color), tenderness, juiciness, flavor, texture, and nutritional value. H₃ There is an Influence of Product Quality on Customer Satisfaction, H₄ There is an Influence of Product Quality on Customer Loyalty

c. Servicescape

Servicescape (the physical environment of a service) forms place attachment, which then drives customer engagement behavior. Ploymuenwai, K., & Wichitsathian, S. (2025) and Sihombing, D. et al. (2023) found that servicescape has a significant positive impact on customer satisfaction and loyalty. Based on prior research Amer, S.M. (2022), strengthens the idea that servicescape is not just aesthetics but a functional factor that influences customer experience and behavior with indicators namely ambience (music, aroma, lighting), layout/flow (access & comfort of movement), decoration/furniture, cleanliness & maintenance, signage/instructions. H₅ There is a significant effect of Servicescape on *Customer Satisfaction*, H₆ There is a significant effect of Servicescape on *Customer Loyalty*

d. Customer Satisfaction

Several recent studies confirm that customer satisfaction is a key determinant of customer loyalty. Desveaux, K., et al. (2024) and Sihombing, D. et al. (2023) demonstrated, using a meta-model of brand loyalty, that customer satisfaction consistently serves as the strongest antecedent in explaining brand loyalty, across both attitudinal and behavioral loyalty dimensions. This finding confirms that increased satisfaction not only creates a momentary positive experience but also strengthens long-term bonds with the brand.

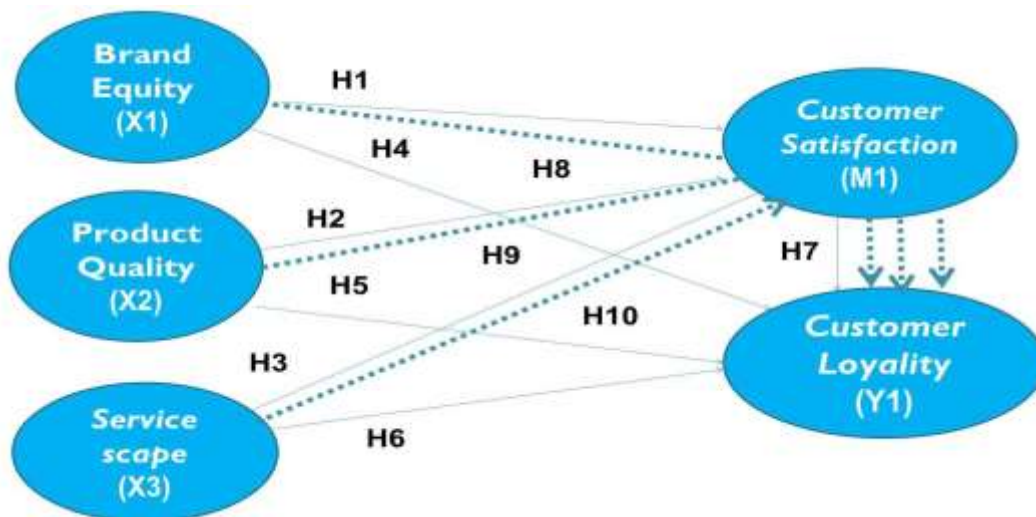
In line with that, Camilleri (2023) found that customer satisfaction with the satisfaction experience is directly related to the intention to continue using the service and provide recommendations, this study confirms the universal principle that satisfaction is a driver of loyalty, because satisfied consumers are more likely to repeat purchases and spread positive word-of-mouth further influencing the decisions of other consumers. H₇ There is an Influence of *Customer Satisfaction* on *Customer Loyalty*

c. Customer Loyalty

Bambang & Heriyanto (2017) stated that good and superior brand equity will increase customer loyalty. Furthermore, Dianto et al. (2022) stated that brand equity will form customer satisfaction. Ayuwandani et al. (2025) found that the reliability of the product increases buyer satisfaction, as a result in turn strengthens customer loyalty. Asti, E., & Ayuningtyas, E. (2020) and Kusuma Wandani, & Nani, N. (2025) Said that product quality can have a positive effect on customer satisfaction, which then contributes to customer loyalty. Furthermore, Aldina, N., et.al, (2025) and Rijae, ZM, & Magnadi, RH (2018) showed that servicescape has a good and significant impact on customer satisfaction, which then mediates the influence on customer loyalty. Supported by research from Putri, & Budiarta (2025) and Karminto (2023) that servicescape has an effect on customer loyalty.

Customer loyalty refers to a customer's enduring commitment to consistently repurchase or recommend a product/service, despite competitive pressures. (Oliver, 2020) as well as a meta-review by Desveaux et al. (2024) emphasizes that customer loyalty is the most important outcome in a marketing strategy. Loyalty is reflected not only in customer satisfaction but also in positive word-of-mouth and resistance to switching to competitors. Siddiqi, KO (2024) clearly shows that customer satisfaction acts as a key mediator linking product quality to customer loyalty. Service and product satisfaction drive behavioral loyalty (repurchase intention, recommendations). H₈ There is

an Influence of Brand Equity on Customer Loyalty through Customer Satisfaction, H₉ There is an Influence of Product Quality on Customer Loyalty through Customer Satisfaction, H₁₀ There is an Influence of Servicescape on Customer Loyalty through Customer Satisfaction.



Frame 1. Research Model

3.2 Customer Characteristics

Table 1. Customer Characteristics

Customer Indicators	Number	(%)
Gender		
Man	160	74
Woman	90	26
Age		
17 - 24	80	32
25 -39	140	56
> 39	30	12
Occupation		
Student	30	12
Private sector worker	95	38
State Civil Servant1	60	24
Businessman	65	26
Intensity Purchase		
2 x	70	28
3-4 x	100	40
5-6 x	50	20
> 6 x	30	12
Total	250	100

Source: Data Processing 2025

Table 1. State results if respondents is a total of 250 people , the number obtained female buyers amounted to 90 person that is 26 .00% and Male a number of 160 person namely 74.00 %. Next, we can analyze a substantial number of respondents who frequently buy based on age. Obtained, namely u sia 25-39 years old, namely 140 people that is 56 .00%. Criteria occupation the most are private sector workers 95 people or 38 .00%. In the intensity of purchases it was found the most people who bought 3 - 4 times were 100 people or 40.00%, it was stated that buyer satisfaction was quite good.

3.3 Convergent Validity Assessment

Table . 2. Outer Loading Factor Results

Variables	Indicator	Outer Loading	Conclusion
Brand Equity (X 1)	BE1	0.870	Valid
	BE2	0.855	
	BE3	0.823	
	BE4	0.760	
Product Quality (X2)	PQ1	0.864	Valid
	PQ2	0.858	
	PQ3	0.882	
	PQ4	0.860	
	PQ5	0.883	
	PQ6	0.865	
Sericescape (X3)	SS1	0.905	Valid
	SS2	0.848	
	SS3	0.861	
	SS4	0.911	
	SS5	0.855	
Customer Satisfaction (Y1)	CS1	0.780	Valid
	CS2	0.895	
	CS3	0.788	
	CS4	0.722	
Customer Loyalty (Y2)	CL1	0.771	Valid
	CL2	0.774	
	CL3	0.726	
	CL4	0.734	

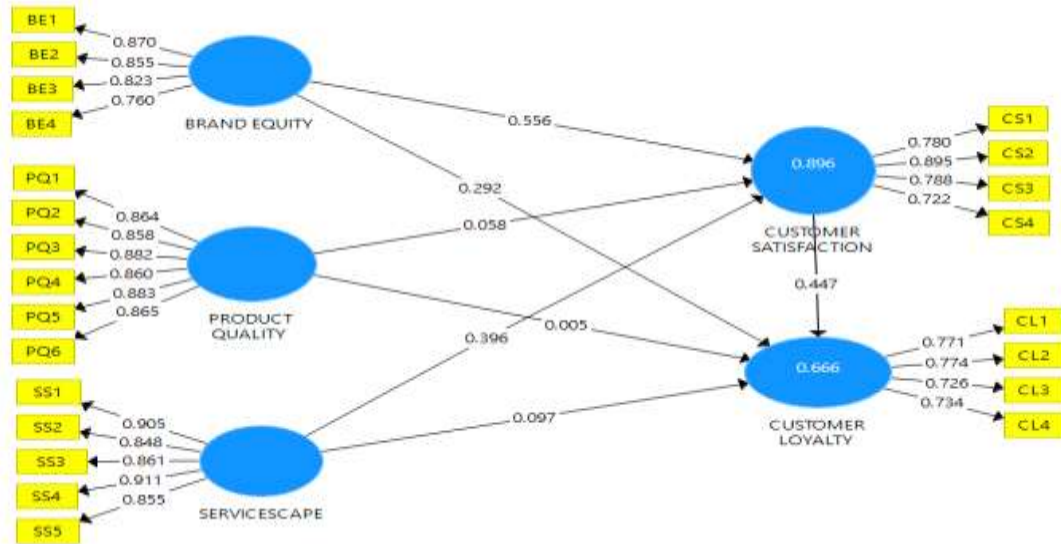
In Table . 2 . it was found that the indicators in All variables show a loading factor value > 0.70 and are declared valid. thus all variables are declared justifiable.

3.4 Composite Reliability and AVE Results

If the composite reliability and Cronbach's alpha values exceed 0.70, the constructs are considered reliable. As presented in Table 3, the results indicate that all latent variables meet this threshold, with both composite reliability and Cronbach's alpha values greater than 0.70. Furthermore, the convergent validity assessment was conducted using the Average Variance Extracted (AVE). A construct is deemed to have satisfactory convergent validity if the AVE value exceeds 0.50. The findings in Table 3 reveal that all latent variables have AVE values above 0.50. Therefore, it can be concluded that all constructs demonstrate adequate reliability and convergent validity.

Table 3. Composite Realiability dan AVE

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Kesimpulan
Brand Equity	0.848	0.897	0.686	Reliabel
Product Quality	0.935	0.949	0.755	Reliabel
Servicescape	0.924	0.943	0.768	Reliabel
Customer Satisfaction	0.808	0.875	0.637	Reliable
Customer Loyalty	0.743	0.838	0.565	Reliable
Brand Equity	0.848	0.897	0.686	Reliable



Frame 2. Loading Factor Modeling Output

3.5 Results of the Coefficient of Determination (R2)

Table 4. Test on the Determination Coefficient (R2)

	R Square	R Square Adjusted	Interpretation of Results
<i>Customer Loyalty</i>	0.666	0.661	Moderate
<i>Customer Satisfaction</i>	0.896	0.894	Strong

From the R-square value in the table above, The results indicate that 89.6% of Customer Satisfaction is explained by the causal variables, namely brand equity, product quality, and servicescape. In addition, 66.6% of Customer Loyalty is accounted for by brand equity, product quality, servicescape, and Customer Satisfaction. Moreover, it is generally accepted that R-squared values exceeding 0.75 indicate a model with strong explanatory power and below 0.75 can produce a moderate interpretation model (Hair et al., 2020) .

3.6 Results (f2)

In the effect size (f²) analysis, a value of f² = 0.02 is considered to indicate a small effect that the effect size is small, if f² = 0.15, then it is concluded that the effect size is medium. Then If f² = 0.35 then it is concluded that the effect size is large. The following are the measurement values obtained.

Table 5. Effect Size Test (f2)

	Original Sample (O)	Interpretation of Results
Brand Equity -> Customer Loyalty	0.292	Currently
Brand Equity -> Customer Satisfaction	0.556	Big
Customer Satisfaction -> Customer Loyalty	0.447	Big
Product Quality -> Customer Loyalty	0.005	Small
Product Quality -> Customer Satisfaction	0.058	Small
Servicescape -> Customer Loyalty	0.097	Small
Servicescape -> Customer Satisfaction	0.396	Big

3.7 Results (Q2)

Table 6 . Prediction Relevance Test (Q²)

Variables	Q ²	Conclusion
Customer Satisfaction	0.560	Big
Customer Loyalty	0.368	Big

On (Hair et al., 2014) It is generally stated that predictive relevance values are interpreted based on the following thresholds: 0.02 (small), 0.15 (medium), and 0.35 (large). Furthermore, as shown in the table above, the predictive accuracy for the Customer Satisfaction variable is 0.560, while that for Customer Loyalty is 0.368, both exceeding the 0.30 threshold. Therefore, it can be concluded that both variables demonstrate substantial predictive accuracy.

3.8 Standardized Root Mean Square Residual (SRMR)

Then Table . 7 is found that the SRMR results are $0.058 < 0.08$. Then It is stated that the data is in accordance with the criteria. The Chi-square value is obtained is 3,846,300 and the NFI value range is > 0.90 . Furthermore, with the SRMR value results, the model in this paper is declared to be fit (Hair et al., 2014) .

Table 7. Results of the Standardized Root Mean Square Residual (SRMR) Test

	Saturated Model	Estimated Model
SRMR	0.058	0.058
d_ ULS	2,170	2,170
d_ G	4.102	4.102
Chi-Square	3,846,300	3,846,300
NFI	0.952	0.952

3.9 Hypothesis Test Results

Table 8. Path Coefficient Test Results

Influence between variables	Original Sample (O)	T Statistics (O/STDEV)	P Values	Kesimpulan
Efek Langsung				
Brand Equity -> Customer Loyalty	0.292	3.124	0.002	Signifikan
Brand Equity -> Customer Satisfaction	0.556	7.735	0.000	Signifikan
Customer Satisfaction -> Customer Loyalty	0.447	3.526	0.000	Signifikan
Product Quality -> Customer Loyalty	0.085	5.535	0.000	Signifikan
Product Quality -> Customer Satisfaction	0.058	2.937	0.003	Signifikan
Servicescape -> Customer Loyalty	0.097	2.917	0.000	Signifikan
Servicescape -> Customer Satisfaction	0.396	5.501	0.000	Signifikan
Efek Tidak Langsung				
Brand Equity -> Customer Satisfaction -> Customer Loyalty	0.248	3.426	0.001	Signifikan
Product Quality -> Customer Satisfaction -> Customer Loyalty	0.226	3.887	0.000	Signifikan
Servicescape -> Customer Satisfaction -> Customer Loyalty	0.177	2.693	0.007	Signifikan

See Table 8 shows that all paths show positive coefficients between Brand Equity , Product Quality, and Servicescape on Customer Satisfaction and Customer Loyalty . Then on Customer Satisfaction Also a positive coefficient value was obtained with Customer Loyalty.

3.10 Direct Effect

a. The Influence of Brand Equity on Customer Loyalty

The results of the first hypothesis test of the path coefficient showed that the relationship effect on Brand Equity and Customer Loyalty was found to be 0.085

(positive), T-statistics of 5.535 and P-value of $0.000 < 0.05$. This is in accordance with the findings of Gutiérrez M, et al. (2024) and Valentina et al. 2024) which resulted in Brand Equity having a positive and significant effect to Customer Loyalty. Accordingly, the first hypothesis is confirmed.

b. The Influence of Brand Equity on Customer Satisfaction

In the second hypothesis assessment, the path coefficient showed that the relationship between Brand Equity and Customer Satisfaction had a positive path coefficient of 0.058, a T-statistic of 2.937, and a P-value of $0.003 < 0.05$. These results are similar to several studies by Valentina et al. 2024) and Piriyaikul et al. (2024) which found a significant and positive influence of Brand Equity on Customer Satisfaction. Accordingly, the second hypothesis hypothesis is confirmed.

c. The Influence of Product Quality on Customer Loyalty

The results of the third hypothesis assessment of the path coefficient showed that the relationship between Product Quality and Customer Loyalty was 0.292 (positive), with a T-statistic of 5.535, and a P-value of $0.000 < 0.05$. This is in accordance with the findings of Onwezen, MC, et al. (2024) and Martínez, H.A., et al. (2023) which showed that Product Quality has a positive and significant effect on Customer Loyalty. Accordingly, the third hypothesis hypothesis is confirmed.

d. The Influence of Product Quality on Customer Satisfaction

In the fourth hypothesis assessment of the path coefficient, it was shown that the effect of the relationship between Product Quality and Customer Satisfaction was found to be 0.058 (positive), a T-statistic of 2.937, and a P-value of $0.003 < 0.05$. These results are the same as several studies by Liu, J, et al. (2022) and Martínez, H.A., et al. (2023) which found a significant and the favorable impact of product quality on customer satisfaction. Accordingly, the fourth hypothesis hypothesis is confirmed

e. The Influence of Servicescape on Customer Loyalty

The fifth hypothesis assessment results from the path coefficient shown that the relationship between Servicescape and Customer Loyalty had a path coefficient of 0.292 (positive), a T-statistic of 3.124, and a P-value of $0.002 < 0.05$. This is in accordance with the findings of Ploymuenwai, K., & Wichitsathian, S. (2025) and Amer, S.M. (2022) which showed that Servicescape had a positive and significant effect on Customer Loyalty. Accordingly, the fifth hypothesis hypothesis is confirmed.

f. The Influence of Servicescape on Customer Satisfaction

In the results of the sixth hypothesis assessment from the path coefficient, it was found that the effect of the relationship between Servicescape and Customer Satisfaction was found to be 0.292 (positive), T-statistics of 3.124 and P-value of $0.002 < 0.05$. In accordance with the findings of Ploymuenwai, K., & Wichitsathian, S. (2025) and Amer, S.M. (2022) which resulted in Servicescape having a positive and significant effect on Customer Satisfaction. Accordingly, the sixth hypothesis hypothesis is confirmed.

g. The Influence of Customer Satisfaction on Customer Loyalty

In the fourth hypothesis assessment of the path coefficient, it was shown that the effect of the the extent to which customer satisfaction influences customer loyalty was obtained with a path coefficient value of 0.447 (positive), a T-statistic of 3.526, and a P-value of $0.000 < 0.05$. These results are the same as those of Sihombing, et al. (2023) Desveaux, K., et al. (2024) and Camilleri (2023) who reported that Customer Satisfaction showed a constructive impact on Customer Loyalty. Accordingly, the seventh hypothesis is confirmed.

3.11 Indirect Effect

a. The influence of the Brand Equity variable on Customer Loyalty by using Customer Satisfaction

According to the study's findings, the indirect effect value in relation to Brand Equity and Customer Loyalty mediated by Customer Satisfaction was 0.248 (positive), T-statistics of 3.426 and P-value of 0.001 <0.05. Thus, it is the same as the writings of Piriyaikul et al. (2024) and Gutierrez M. (2024) who stated that their research results found that Brand Equity had an effect on Customer Loyalty by using Customer Satisfaction having an indirect influence. It was concluded that the eighth hypothesis is confirmed

b. The influence of the Product Quality variable on Customer Loyalty through Customer Satisfaction

According to the study's findings, the indirect effect value in relation to Product Quality and Customer Loyalty mediated by Customer Satisfaction was 0.226 (positive), T-statistics of 3.887 and P-value of 0.000 <0.05. Thus, it is the same as the writings of to Khatab et al. (2019), Siddiqi, KO (2024), and Onwezen, MC, et al. (2024) who stated that their research results found that Product Quality had an effect on Customer Loyalty by using Customer Satisfaction having an indirect influence. It was concluded that the ninth hypothesis is confirmed.

c. The influence of the Servicescape variable on Customer Loyalty through Customer Satisfaction

According to the study's findings, the indirect effect value in relation to Servicescape and Customer Loyalty mediated by Customer Satisfaction was 0.177 (positive), with a T-statistic of 2.693 and a P-value of 0.007 <0.05. Thus, it is the same as the writings of Rindi et al. (2019) and Amer, S.M. (2022), who stated that their research results found that Servicescape had an effect on Customer Loyalty by using Customer Satisfaction having an indirect influence. It was concluded that the tenth hypothesis is confirmed

4. CONCLUSION

In light of the findings of empirical analysis on the study object at Abuba Steak, this study concludes that Brand Equity, Product Quality, and Servicescape demonstrates a significant positive impact on Customer Loyalty and Customer Satisfaction. Specifically, Servicescape shows a relatively stronger direct impact compared to other variables, indicating that the physical atmosphere of the restaurant, room comfort, layout, cleanliness, and atmosphere play an important role in affecting customer perceptions and behavior. In addition, Customer Satisfaction is proven to have a significant influence on Customer Loyalty, which confirms that customer satisfaction is the main determinant in creating repeat visits and customer commitment to the restaurant.

Theoretically, this study enriches the literature on service marketing and consumer behavior by testing an integrated model in the restaurant industry context, specifically at Abuba Steak in Bekasi City. This model shows that customer loyalty is not formed instantly, but rather through a cognitive and affective evaluation process reflected in satisfaction. Practically, Abuba Steak management needs to maintain the consistency of taste and quality of raw materials, strengthen its brand positioning as a trusted steakhouse, and continuously improve servicescape elements such as seating comfort, lighting, cleanliness, and interior aesthetics to create a superior and memorable dining experience. This study offers several contributions. First, it enriches the marketing literature by integrating multiple dimensions of customer experience into a unified model of customer loyalty. Second, it clarifies the mediating role of customer satisfaction in

linking key antecedents to loyalty. Third, it provides empirical evidence from an underexplored industry and geographical context, thereby enhancing the generalizability of existing theories. Finally, the findings offer practical insights for restaurant managers in designing effective strategies to enhance customer satisfaction and build long-term customer loyalty. This study contributes to the literature by developing an integrated framework that combines cognitive, functional, and experiential determinants of customer loyalty. It also clarifies the mediating role of customer satisfaction and extends marketing theory within the underexplored context of casual dining steakhouse in an emerging market.

This study is limited by its focus on a single restaurant brand, cross-sectional design, and purposive sampling approach. Additionally, it examines a limited set of variables and is confined to a specific emerging market context, which may affect generalizability. Future research should adopt longitudinal designs, broader variables, and cross-cultural comparisons. For further research, it is recommended that prior studies have considered other variables, such as perceived value, trust, customer experience, or price (price fairness) to obtain a more comprehensive model in explaining restaurant customer loyalty. Future research can also expand the coverage of Abuba Steak branches in other cities or compare them with competing steak restaurants to increase the generalizability of the results. Furthermore, a longitudinal approach is recommended to observe the dynamics of customer loyalty over time, as well as the use of mixed methods to delve deeper into the emotional and experiential aspects of customers that may not be fully explained through quantitative approaches.

References

- Abidin, R. A., Yudistria, Y., & Ramli, A. H. (2025). The Effect Of Customer Experience, Customer Satisfaction And Word Of Mouth On Customer Loyalty. *Jurnal Ilmiah Manajemen Kesatuan*, 13(2), 685–702. <https://doi.org/10.37641/jimkes.v13i2.2125>
- Aldina, N., Suryono, I., & Yani, A. S. (2025). Pengaruh Servicescape dan Customer Experience terhadap Kepuasan Nasabah dengan Trust Level Bank Negara Indonesia sebagai Pemoderasi. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 6(6), 4710–4722. <https://doi.org/10.38035/jmpis.v6i6.6140>
- Asti, E., & Ayuningtyas, E. (2020). PENGARUH KUALITAS PELAYANAN, KUALITAS PRODUK DAN HARGA TERHADAP KEPUASAN KONSUMEN: (EFFECT OF SERVICE QUALITY, PRODUCT QUALITY AND PRICE ON CONSUMER SATISFACTION). *EKOMABIS: Jurnal Ekonomi Manajemen Bisnis*, 1(01), 1 - 14. <https://doi.org/10.37366/ekomabis.v1i01.2>
- Ayuwandani, M., Yasa, N. N. K., Wardana, I. M., & Rahanatha, G. B. (2025). The effect of online customer reviews, brand trust, and customer experience on repurchase intention: The moderating role of augmented reality. *International Research Journal of Management, IT and Social Sciences*, 12(5), 388–404. <https://doi.org/10.21744/irjmis.v12n5.2554>
- Febbianti, L., Meitiana Meitiana, Meylinda Sukmani, & Lelo Sintani. (2026). Pengaruh Persepsi Kualitas dan Kepercayaan Merek terhadap Loyalitas Merek pada Dapoer Lophita Kota Palangka Raya. *Jurnal Ekonomi Manajemen Sistem Informasi*, 7(3), 1952–1962. <https://doi.org/10.38035/jemsi.v7i3.7147>
- Dianto, A., Wisnu Adam, & Febriansyah Febriansyah. (2024). Analisis Pengaruh Brand Equity, Kualitas Produk dan Kepuasan Pelanggan Terhadap Loyalitas Konsumen Pada Bana Swalayan Di Kabupaten Pasaman Barat. *Jurnal Ekonomi Manajemen Sistem Informasi*, 6(2), 601–609. <https://doi.org/10.38035/jemsi.v6i2.3129>
- Desveaux, K., et al. (2024). A meta-model of customer brand loyalty and its antecedents. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2024.114589>
- Hair Jr J, Sarstedt M, Hopkins L, G. Kuppelwieser V (2014), "Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research". *European Business Review*, Vol. 26 No. 2 pp. 106–121, doi: <https://doi.org/10.1108/>
- Harlen Silalahi, Joni Wilson Sitopu and Mislani Sihite. (2024). The Effect of Service Quality, Customer Experience, and Customer Satisfaction on Customer Loyalty in the Service Industry in Indonesia. (2024). *Sciences Du Nord Economics and Business*, 1(02), 109-117. <https://doi.org/10.58812/sneb.v1i2.37>

- Karminto (2023). Pengaruh Kualitas Pelayanan Dan Servicecape Terhadap Kepuasan Serta Dampaknya Pada Loyalitas Pelanggan Jasa Service Mobil Di Pt Agung Automall Harapan Raya Pekanbaru. *Jurnal Daya Saing*. ISSN: 2541-4356. Vol. 9 No. 1. <https://doi.org/10.35446/dayasaing.v9i1.1123>
- Khatab, J. J., Esmaeel, E. S., & Othman, B. (2019). Dimensions of Service Marketing Mix and its Effects on Customer Satisfaction : A Case Study of International Kurdistan Bankin Erbil City-Iraq. *TEST Engineering & Management*, (4846), 4846–4855
- Kusuma Wandani, D., & Nani, N. (2025). Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Pelanggan pada PT Magnum Cafe Indonesia Cabang BSD, Kota Tangerang Selatan. *SOCIORA: The Journal of Social Sciences, Economics, and Humanities*, 2(1), 38–55. <https://doi.org/10.33753/sociora.v2i1.24>
- Liu, J., Ellies-Oury, M.-P., Stoyanchev, T., & Hocquette, J.-F. (2022). Consumer perception of beef quality and how to control, improve and predict it? Focus on eating quality. *Foods*, 11(13), 1899. MDPI. <https://doi.org/10.3390/foods11131899>
- Mark Anthony Camilleri, & Raffaele Filieri (2023), Customer satisfaction and loyalty with online consumer reviews: Factors affecting revisit intentions, *International Journal of Hospitality Management*, Volume 114, 2023, 103575, ISSN 0278-4319, <https://doi.org/10.1016/j.ijhm.2023.103575>.
- Martínez, H. A., Realini, C. E., Agudelo, J. F., & Oliver, M. A. (2023). Prediction of beef tenderness and juiciness using instrumental and compositional measures. *Meat Science*, 198, 109000. Elsevier. <https://doi.org/10.1016/j.meatsci.2022.109000>
- Mohammad Feizal Firdaus, & Era Agustina Yamini. (2023). Pengaruh Brand Equity dan Brand Trust Terhadap Loyalitas Pelanggan Sepatu Sandal Merek Eiger. *ULIL ALBAB : Jurnal Ilmiah Multidisiplin*, 2(3), 1154–1160. <https://doi.org/10.56799/jim.v2i3.1406>
- Munshi, J. (2014). A Method for Constructing Likert Scales. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2419366>
- Nastiti, A., & Astuti, S. (2019). Pengaruh Persepsi Harga, Kualitas Layanan dan Citra Merek terhadap Kepuasan Pelanggan dan Dampaknya terhadap Loyalitas Pelanggan Taksi New Atlas di Kota Semarang. *Diponegoro Journal of Management*, 8(1), 126–136
- Onwezen, M. C., Weibel, C., Verain, M. C. D., & Aiking, H. (2024). A meta-review of consumer behaviour studies on meat: Drivers of choice, satisfaction, and loyalty. *Appetite*, 194, 107163. Elsevier. <https://doi.org/10.1016/j.appet.2024.107163>
- Putri Enjelita Munthe, & Kustoro Budiarta. (2025). Analisis Pengaruh Servicescape dan Kepuasan Konsumen Terhadap Loyalitas Pelanggan Pada Kafe Heliac Jalan Perhubungan, Kec. Percut Sei Tuan, Medan. *OPTIMAL Jurnal Ekonomi Dan Manajemen*, 5(1), 01–18. <https://doi.org/10.55606/optimal.v5i1.5671>
- Ploymuenwai, K., & Wichitsathian, S. (2025). The Mediating Effect of Customer Satisfaction on the Relationship between Servicescape and Customer Loyalty of Coffee Shops Decorated in a Natural Style in Nakhon Ratchasima Province. *Journal of Humanities and Social Sciences Nakhon Phanom University*, 15(1). (Artikel kuantitatif)
- Raharja, Carissa Lorens Marchia, and Ni Made Asti Aksari. 2019. “Pengaruh Persepsi Kualitas Dan Citra Merek Terhadap Loyalitas Merek Dalam Membangun Ekuitas Merek.” *E-Jurnal Manajemen Universitas Udayana* 8(12):7053. doi:10.24843/ejmunud.2019.v08.i12.p08.
- Rindi Sharifa, E. S. R., Endang Sulistyia Rini, & Amlys Syahputra Silalahi. (2024). The Effect of Customer Experience and Servicescape on Customer Loyalty through Customer Satisfaction as a Variable Intervening on Me & Coffee Works Wahid Hasyim Medan. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAAS)*.
- Rijae, Z. M., & Magnadi, R. H. (2018). PENGARUH SERVICESCAPE TERHADAP KEPUASAN KONSUMEN (Studi pada Penumpang Keberangkatan Domestik di Bandara Ahmad Yani Semarang). *Diponegoro Journal of Management*, 7(2), 371-381. <https://ejournal3.undip.ac.id/index.php/djom/article/view/20955>
- Sally Mohamed Amer & Soliman Atef Rakha (2022) How servicescape unleash customer engagement behaviors through place attachment: an investigation in a non-Western context, *Cogent Business & Management*, 9:1, 2055443, DOI:10.1080/23311975.2022.2055443
- Sarstedt, M., & Liu, Y. (2023). Advanced Marketing Analytics Using Partial Least Squares Structural Equation Modeling (PLS-SEM). *Journal of Marketing Analytics*, 12, 1-5. <https://doi.org/10.1057/s41270-023-00279-7>
- Satiadharmanto, D. et. al, (2024) . Loyalitas Konsumen Pasca Pandemi: Menerapkan Prinsip-

- Prinsip Islam Dalam Servicescape, Pemasaran Media Sosial, Dan Kualitas Produk. *Journal Among Makarti*, <https://doi.org/10.52353/ama.v17i2.738>.
- Siddiqi, K. O. (2024). Investigating the factors influencing customer loyalty and the mediating role of customer satisfaction in online food delivery services. *Cogent Business & Management*. DOI: 10.1080/23311975.2024.2431188
- Sihombing, D. B., Rini, E. S. R., & Situmorang, S. H. (2023). Effect of Perceived Service Quality, Servicescape and Perceived Value on Customer Loyalty through Customer Satisfaction: A Case Study of Waiting List Coffee Medan, Indonesia. *Frontiers in Business and Economics*, 2(2), 87-95. <https://doi.org/10.56225/finbe.v2i2.224>